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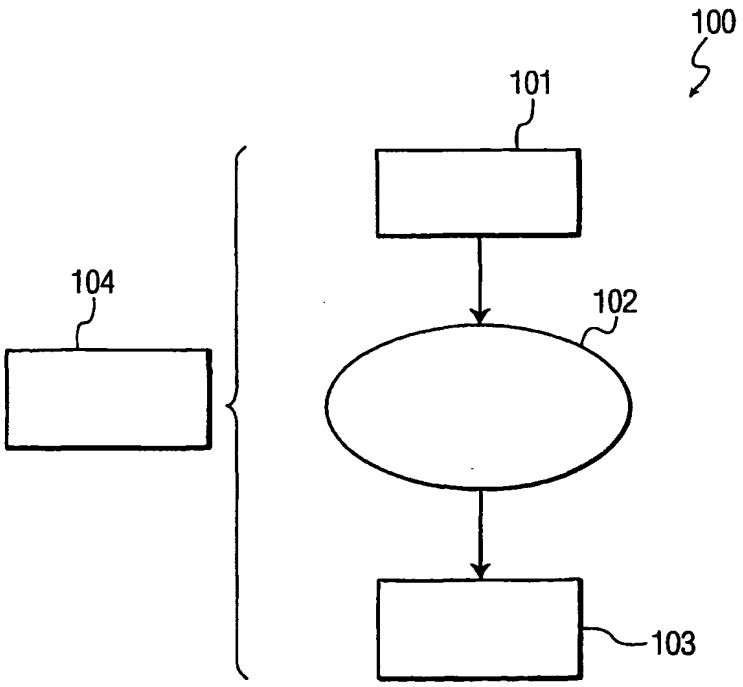
(54) Title: ADAPTIVITY OF AMBIENT INTELLIGENCE TO FULFILL CONSUMER NEEDS



(57) Abstract: The present invention provides a system and method for a user to set and reset and even turn to zero, the level of heuristically guided behavior exhibited by a consumer electronic (CE) product. A CE product, according to a preferred embodiment of the present invention, exhibits at least one behavior guided by a predetermined heuristic wherein the heuristic can be applied in cumulative steps that increase or decrease or set to zero the level of an exhibited behavior.

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